

Message Text

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MUNICH FOR BROMEL, DUSEX ELECTRONICS/DHIR DBR

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: A-ELECTRONIC PRODUCTION AND TEST EQUIPMENT TANDEM
EXHIBITIONS STOCKHOLM/LONDON B-ELECTRONICS COMPO-
NENTS LONDON TRADE CENTER

1. OIM REQUESTS YOUR ASSISTANCE IN ENCOURAGING U.S. EXHIBITORS
AT ELECTRONICA TO PARTICIPATE U.S. TRADE CENTER TANDEM
"ELECTRONIC PRODUCTION AND TEST EQUIPMENT," EXHIBITIONS
STOCKHOLM APRIL 7-11 - LONDON APRIL 15-18, 1975. PLEASE NOTE
TANDEM THEME DOES NOT INCLUDE ELECTRONIC COMPONENTS. AS DHIR
IS AN EXPERIENCED AND EFFECTIVE PROCUREMENT OFFICER, IT IS
RECOMMENDED HE BE GIVEN PRIME RESPONSIBILITY FOR THIS
ACTIVITY. MANY U.S. EXHIBITORS OF ELECTRONIC PRODUCTION AND
TEST EQUIPMENT PARTICIPATING AT ELECTRONICA HAVE RECEIVED
INFORMATION KITS FOR STOCKHOLM/LONDON TANDEM, BUT HAVE POST-
PONED PARTICIPATION DECISION PENDING RESULTS OF THEIR PARTICI-
PATION AT ELECTRONICA.

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2. FOLLOWING ARE HIGHLIGHTS OF SCANDINAVIA/UK MARKET POTENTIALS:

SCANDINAVIA

(A) INDUSTRIAL INVESTMENT OFFICIALLY FORECAST TO RISE 8 PERCENT IN 1974.

(B) U.S. EXPORTS, ELECTRONIC PRODUCTION AND TEST EQUIPMENT, TO SCANDINAVIA IS DOLS 13,740,000 FOR 1973.

(C) SWEDISH ELECTRONICS INDUSTRY WILL TURN TO MORE AUTOMATED METHODS OF PRODUCTION AND TESTING IN 1975.

UNITED KINGDOM

(A) ELECTRONIC PRODUCTION AND TEST EQUIPMENT SALES IN 1973 ROSE 22 PERCENT OVER THE 1972 FIGURE OF DOLS 38 MILLION. SALES IN 1974 EXPECTED TO REMAIN AT SAME LEVEL AS 1973. OUTLOOK FOR 1975 IS FOR STEADY EXPANSION UP THROUGH 1977.

(B) U.K. ELECTRONICS INDUSTRY IS THE SECOND LARGEST IN WESTERN EUROPE AND THEY EXPECT TO MAINTAIN THAT POSITION.

3. ADDITIONALLY, OIM REQUESTS THAT U.S. EXHIBITORS OF ELECTRONIC COMPONENTS BE ENCOURAGED TO PARTICIPATE IN ELECTRONIC COMPONENTS EXHIBITION LONDON TRADE CENTER JANUARY 20-24, 1975. MARKET POTENTIAL HIGHLIGHTS:

(A) DOLS 75 MILLION MARKET FOR U.S. COMPONENT MANUFACTURERS.

(B) U.K. ONE OF THE WORLD'S LARGEST CONSUMERS OF ELECTRONIC COMPONENTS (FOR ITS CONSUMER ELECTRONICS INDUSTRIES, AUTOMOTIVE ELECTRONICS INDUSTRY, DEFENSE AND AEROSPACE).

(C) U.S. PREFERRED SOURCE OF ADVANCED ELECTRONIC COMPONENTS.

4. ADVISE SOONEST ON RESULTS OF OIM FOLLOW-UP. INGERSOLL

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